



Affirmative Market Program

Commonwealth of Massachusetts

Volume 6, Issue 3
Spring 2007

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M/WBE TALK

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**Save The
Date!**

Tuesday, September 18, 2007

**AMP FY08 Kick Off Meeting
"Meet the Vendor"
Networking Event**

Massachusetts State House
Great Hall
Boston, MA

Register online at:
[http://amp.osd.state.ma.us/
attendee/
AMPRecognitionKickOffAttendeeRegistration1.asp](http://amp.osd.state.ma.us/attendee/AMPRecognitionKickOffAttendeeRegistration1.asp)

The Director's Corner

Happy springtime and welcome to our last edition of the M/WBE Talk Newsletter for FY07. As we draw closer to the end of fiscal year 2007 we can celebrate many accomplishments. The first mayor success is the funding of the AMP! The AMP Business Advisory Board deserves all the accolades for their three year campaign led by Janet Santa Anna. The board worked tirelessly in their outreach efforts to acquire funding for the program in order to expand services for the minority- and women-owned business community allowing increasing the staff and resources of the AMP. The funding of the program allows the AMP to have on staff a Business Coordinator and a Deputy Director who will focus on expanding current services and designing new initiatives for further assistance to the M/WBE and small business community.

This year we developed the AMP RFR Template language. The purpose for this language is to assist all contract managers in the executive branch to increase business opportunities for M/WBE's participation on department large (over \$50,000) procurements and OSD state-wide contracts. Furthermore, the format will allow a more uniform approach for developing program requirements for large solicitations and assist prime bidders in the successful submission of their AMP Plans.

The implementation of a new policy for statewide contracts stating that "no statewide contract will be awarded to a bidder without a strong Affirmative Market Plan containing measurable M/WBE commitments" re-affirmed our commitment to the certified vendor community that we are looking for ways to broaden their inclusion in the public marketplace. Our research has found that over 90% of state certified vendors are regarded small businesses. As a result, we have already seen considerable increased use of the number of MBE and WBE vendors in addition to subcontracting expenditures on our contracts.

AMP Department Coordinators met for seven monthly coordinator meetings where 14

(See "Directors Corner", continued on page 6.)



**Monsi Quinones, Executive Director
Affirmative Market Program**

From The AMP Business Advisory Board—New Database Tool for AMP

The AMP has an exciting project underway to improve our management of information about vendors and resources to help us perform our mission more effectively. Chameleon Consulting, (WBE) is working with the AMP team to implement a new web-based system for maintaining departmental information. One of the main goals of the project is to streamline the administration of routine tasks so that staff can focus on the more critical aspects of our work. The initial phase of this project will create an internal database for the AMP and a second phase will make relevant information and reports available to many other groups of stakeholders.

The new software will make it easier for the AMP staff to:

- Manage the details of event notification and registration
- Keep vendor profiles current and accurate
- Have easy access to matchmaking information for agencies and eligible entities
- Report on participation and feedback from events

Please look for additional details coming soon as the project progresses.



MassHousing Trade Fair Left to right, Tom Gleason, Executive Director, Tina Brooks, Deputy Secretary DHCD, Bernard Brown, MassHousing C&D, John Strodder, Managing Partner, United Housing Management

*“Determine
that the thing
can and shall
be done, and
then we shall
find the way.”*

~ Abraham Lincoln

MassHousing 17th Annual Minority and Women Business Enterprise Trade Fair –Bernard Brown

On Thursday, April 12, 2007 MassHousing sponsored its 17th Annual Minority and Women Business Enterprise Trade Fair at the Sheraton Braintree Hotel from 5-8 pm. The annual Trade Fair gives MBEs and WBEs a venue to showcase their goods and services and meet representatives from property management companies, general contractors, other private sector businesses, and MassHousing staff. Initiated in 1990, the Trade Fair provides an opportunity for MBEs and WBEs to compete for business generated by MassHousing-financed developments. In addition, the Trade Fair promotes networking, education, and the creation of new business relationships. The Trade Fair is held every spring, is fully underwritten by MassHousing, and is free of charge for MBE and WBE exhibitors. This year more than 100 MBE and WBE companies exhibited.

Small Business Capacity Building Workshops

MassHousing's Compliance and Diversity Division recently concluded in March a six-month series of technical assistance workshops for MBE and WBE companies entitled, "Small Business Capacity Building Workshops". Each two and half-hour session was targeted to provide information, hands on tools/materials and an interactive exchange with a professional in the field. Courses were specifically focused on the business development skills needed to effectively compete for and successfully complete a contract with MassHousing during the development, construction, and management of affordable housing. Each session was open to a wide array of potential and current MBE/WBE contractors and vendors and was held at the Morgan Memorial Goodwill facility in Boston. Class participation was strong throughout the series with class sizes ranging from 20 to 40 companies depending on the topic.

This year's workshops included: "Writing a Business Plan", "Access to Credit and Capital", "Workforce Development", "Insurance and Bonding", "Bidding and Estimating", "Minority/Women Business Enterprise Certification", "Marketing/Bidding Opportunities at MassHousing-Financed Housing Developments" and "Business Information Technology". Of the businesses that participated in the workshop series, thirty-five companies attended a Pre Trade Fair Vendor Workshop on March 15th specifically designed for first-time Trade Fair participants or those MBE/WBEs who wanted to enhance the effectiveness of their exhibits.

For **Contracting Opportunities** currently available at MassHousing-financed housing developments, MBEs and WBEs are encouraged to visit our website www.masshousing.com. Please see the M/WBE Homepage for more information on resources and upcoming events.

AMP “Meet the Vendor” LANCASTER PACKAGING

Lancaster Packaging is the package deal when it comes to serving customers. Starting as a home-based business in 1989, Marianne Lancaster began her company as a distributor of anti-static bags for packing electronics, which met military specifications. Through our commitment to customer service and flexible supply management solutions Lancaster Packaging has grown to become a full service packaging company. Our product includes supply management and distribution solutions for all types of custom and standard shipping/document storage cartons, foam, poly/anti-static bags, shipping supplies, tamper evident plastic bags, janitorial supplies, safety and paper product supplies. At the request of customers, Lancaster Packaging provides kitting and fulfillment services.

In addition to the Hudson, Massachusetts warehouse and distribution center, Lancaster Packaging inventories and distributes product from Juarez, Mexico.

Lancaster Packaging is proud to list the Commonwealth of Massachusetts's agencies and municipalities among its customers for shipping cartons and shipping supplies (OFF12). It is our goal to work closely with State Agencies in order to share information, which will allow us to provide commodity expertise, delivering both product and process solutions to the Commonwealth.

Lancaster Packaging is an AMP vendor certified as a minority- woman-owned business through SOMWBA and the NEMSDC (New England Minority Supplier Development Council).



Participants of one of the breakout sessions at the AMP Vendor Training in Framingham led by Miguel Fernandes (MHD) and James McClain (DCAM).

AMP Vendor Training—The Basics

Over 40 M/WBE Businesses attended the April 10th AMP Vendor Training at the MEMA Headquarters in Framingham. The training, which ran from 7:45 a.m. to 1:00 p.m., focused on procurement/bidding processes and the basic tools needed to do business with the Commonwealth of Massachusetts. Presentations by representatives of numerous state purchasing entities, including the Operational Services Division, the Department

of Capital Asset Management and Maintenance, and the Massachusetts State Highway, covered the basics to help vendors get their foot in the door.

After the basic morning training, which covered general topics such as marketing to state entities and the Commonwealth Procurement Access Solicitation System (Comm-PASS) the attendees were split into smaller groups for breakout sessions for Goods and Services or Construction and Design. The AMP offers two of these trainings a year, one in the spring and the other in the fall, with an advanced training offered each winter. One attendee commented that the training was a “great starting point” for businesses and that she was going to recommend others in her office attend.

For information regarding future AMP Trainings, or to get onto our AMP mailing list, please contact us at amp@state.ma.us.

“If you don't know where you are going, you'll end up someplace else.”

~ Yogi Berra



AMP Executive Director Monsi Quinones speaks to the attendees at the April 10 AMP Vendor Training at the MEMA Headquarters in Framingham.



**Red Sun Press Owners-Workers
at their shop in Jamaica Plain**

*“Don't bunt.
Aim out of the
ballpark”.*

~ David Ogilvy

AMP Spotlight—Red Sun Press

Imagine a printing company where the staff members are easy to work with and share your values. Imagine a company that brings thirty years of experience in graphic design and high quality printing to non-profit organizations and government agencies. Imagine a company where every worker has a seat on the board of directors, shares equally in the profits, and where women and men of all backgrounds have equal opportunities. Red Sun Press has successfully practiced this socially responsible business model since 1974.

On the state-wide printing contract since its inception in 1996, Red Sun Press has been acknowledged as a top rated printing company on the contract, as an outstanding vendor by the AMP, and as a leader in environmental standards by the MA OSD Buy Recycled Program. Winning this recognition has helped Red Sun gain visibility among state purchasing agents, and been a factor in our growth over the past ten years.

Red Sun's internal organization as a worker cooperative and union shop, commitment to environmentally sound printing practices, and SOMWBA certification as a minority non-profit, all reflect our company's mission to promoting a just and equitable society. The relationship with our customers is based on these shared values, and is expressed in the outstanding printing projects we create together.

Red Sun has two and four color presses, state of the art prepress equipment and full bindery capabilities to ensure a seamless workflow and quick turnaround on complex projects. We have recently added digital copiers for short run needs to our equipment mix. Please visit our website to learn more about our history, mission and our range of printing services. Our staff is available to meet with agencies to help plan future projects. We are conveniently located on the T in Jamaica Plain, and we always welcome visitors to our shop.

Red Sun appreciates the support we have received from Monsi Quinones, the Affirmative Marketing Program and the staff at SOMWBA, and look forward to expanding our collaboration within the State network.

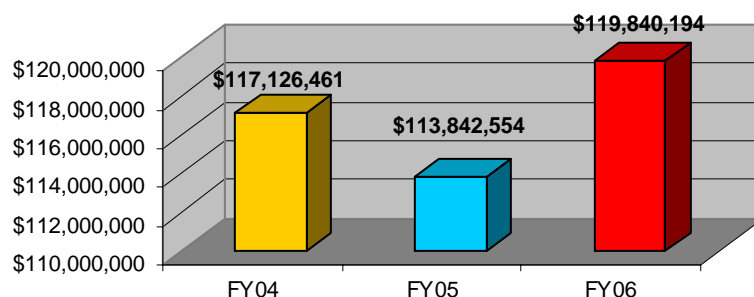
Welcome Aboard!

The AMP welcomes Maria Gonzalez to our office. Maria is the new AMP Business Coordinator. She will focus on working directly with the certified vendor community including:

- Expanding on current on-going program services such as training, mentoring, support, advocacy and networking opportunities.
- Addressing the needs of our vendors for capacity growth, program awareness, procurement information.
- Making available ongoing marketing tools to the M/WBE community.
- Developing statewide strategic initiatives.

You can reach Maria at 617-720-3300.

**3 Year AMP Statewide Trend M/WBE
Combined Construction & Design Statewide Expenditures**



Coming Soon—AMP FY06 Annual Report!

FY 2006 was one of the most successful and productive years for the Affirmative Market Program (AMP) as we continue our commitment to maintaining and improving past performance. The Commonwealth's AMP is pleased to announce the publishing of its Fiscal Year 2006 Annual Report highlighting its successes working with certified Minority- and Women-Owned Businesses (M/WBE) and executive branch departments. The AMP team made up of its Business Advisory Board, Department Coordinators and OSD Procurement Managers remain steadfast in meeting and expanding program benchmarks for contracting with M/WBEs. Here is some program information and highlights for FY06.

Affirmative Market Program:

One of the major functions of the AMP is its enforcement of *Executive Order 390*. In this capacity the AMP is responsible for tracking participating AMP department procurement expenditures in the areas of goods, services, construction and design with certified M/WBEs. One of the integral components and quantitative tools the AMP Executive Director uses each fiscal year to monitor department performance and participation with M/WBEs is an established benchmarking process. Each participating AMP department/authority establishes a separate dollar benchmark at the beginning of each fiscal year individually for MBEs and WBEs. These dollar benchmarks allow the AMP executive director, coordinators, and their respective departments to track expenditure achievements at the end of the given fiscal year.

AMP Department MBE Expenditure Data: FY06

The FY06 MBE Statewide Discretionary Budget for AMP participating state entities was \$3,897,540,579, MBE spending of \$190,637,438 represents 4.89% of this total. The FY06 MBE spending for Goods and Services total is \$190,637,438, an \$3,199,458 increase or 2% above FY05 total of \$187,437,980. 54 of 81 Departments or 64% met MBE Goods and Services benchmarks for FY06.

“Every ceiling, when reached, becomes a floor, upon which one walks as a matter of course and prescriptive right.”

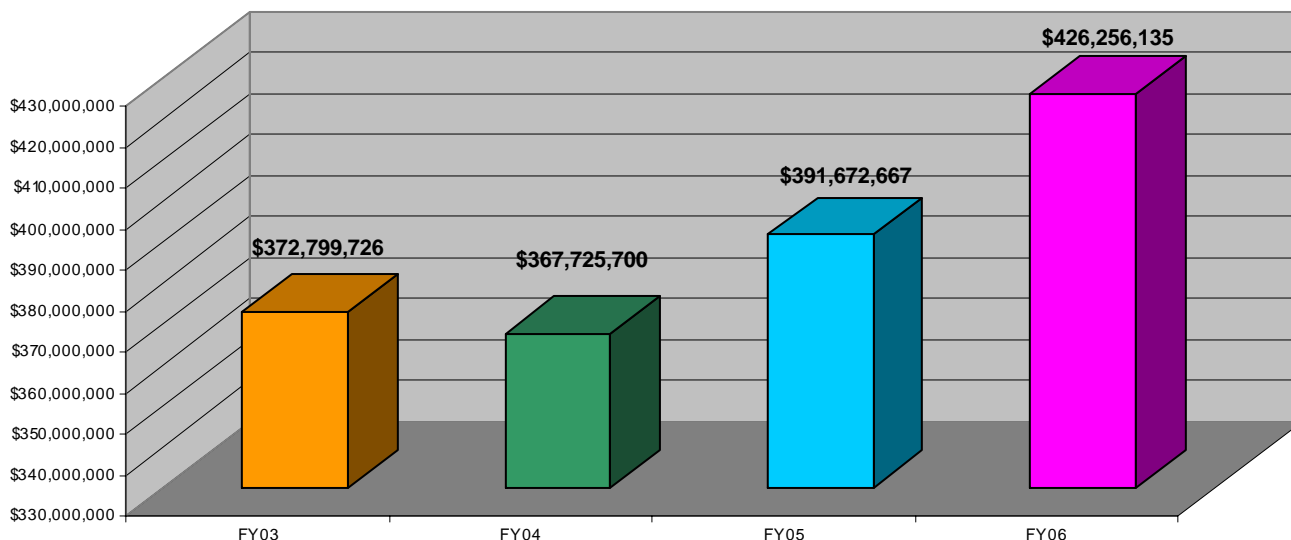
~Aldous Huxley

AMP Department WBE Expenditure Data: FY06

The FY06 WBE statewide discretionary budget for AMP participating state entities was

(See “FY06 Annual Report” Continued on page 6)

FY03 to FY06 Combined M/WBE Goods and Services Statewide Expenditures



M/WBE TALK

Director's Corner

(Continued from page 1.)

M/WBEs were invited to participate in the "Meet the Vendor" program. This program offers a marketing opportunity for vendors to meet representatives from all participating departments in an intimate setting, introduce their business as well as their products and services. Many vendors also use this time to engage coordinators and get feedback and information for improving their chances in the bidding process.

The year will close out with instructions for AMP Department Coordinators to track department subcontractor expenditures for credit toward their fiscal benchmarks for spending with certified vendors. The tracking process for subcontractors and ancillary partners starts before the fiscal year ends.

I look forward to reporting many more successful outcomes in the fall. Finally, please join us at our next statewide event, The 8th Annual AMP Fiscal Year Kick-off scheduled for September 18th. This free event will provide you with a great networking opportunity for both the vendor and the purchasing communities. You can register at www.mass.gov/amp in the program services page. I hope that you have a fruitful summer and look forward to seeing you at the kick off.

...AMP FY06 Annual Report!

(Continued from page 5)

\$3,905,352,544, WBE spending of \$235,618,697 represents 6.03% of this total in Goods and Services. The FY06 WBE spending of \$235,618,697 is an \$31,254,010 increase or 13.26% over the FY05 spending of \$204,364,687. In FY06, 55% or 6 out of 11 participating Secretariats met or exceeded their WBE benchmark. The FY06 WBE construction expenditures of \$62,822,394 is a \$8,401,353 or 15.44% increase over the FY05 Spending of \$54,421,041.

The FY06 WBE design expenditures of \$2,314,915 is a \$1,006,732 or 76.96% increase over the FY05 Spending of \$1,308,183.

AMP Department MWBE Combined Expenditure Data: FY06

In fiscal year 2006, the combined total spending of M/WBE statewide expenditures for Goods and Services was \$426,256,135, an increase of \$34,583,468 or 8% over FY05 statewide spending.

MWBE Subcontractors on

Statewide Contracts

In FY06 the total Statewide Contract's MBE subcontractor participation totaled \$5,016,660, this is an increase of \$1,750,878, or 55% over last fiscal year.

In FY06 the total Statewide Contract's WBE subcontractor participation totaled \$2,061,107, this is an increase of \$1,775,405, or 720% over last fiscal year.

Program Services & Events: AMP Statewide Events

The Meet the "M/WBE Vendor" Fiscal Year 2006 Kick Off Statewide Event

- Nearly 400 attendees participated including M/WBEs, Prime Contractors on Statewide contracts and other public officials and staff.

3rd Annual Legislative Breakfast

- Over 140 participants attended this event. This is over double the previous year's attendance. State Senators and Representatives spoke of their support of the program and its mission.

Department Head Meeting

- This is the first time that department heads, coordinators, board members and the AMP met to discuss challenges and opportunities for expanding participation of M/WBEs on state contracting.

AMP RFR Language:

- Developed the Procurement AMP RFR Template Language and the "AMP Strategies for PMT-Contract Managers" to increase certified vendor partnerships and use on statewide contracts.
- Created policies for departments that strengthen and maximize use of certified vendors on all types of contracts.

Vendor Procurement Trainings:

- Offered 3 Vendor Procurement Workshops and trained about 150 M/WBEs on marketing to public entities the state procurement process.

On Call Assistance

- On call services offered to hundreds of stakeholders fielding questions ranging from how to fill out AMP Plans to how to draft AMP RFR Lan-

guage.

Outreach- Newsletters: The M/WBE Talk (AMP):

- Edited, wrote and decimated 4 quarterly newsletters

AMP Website:

- Completed AMP's website improvement project that included redesigning all pages and reorganizing information.
- Created new resources documents posted for all users including vendors/bidders and departments to assist in the procurement process.
- Updated all information including the Coordinators list.
- Worked with the MIS unit and Mass.Gov to make appropriate changes.
- Revised the intranet site including the CIW AMP Dept. Spend Report.

How to Reach Us...

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